

Rolando Hernandez
Project Manager, Business Architect, Business Analyst
Dallas, TX / Miami, FL 214-810-6585 Jobs2014@BizRules.com

SUMMARY

- Founder & CEO, BIZRULES – 1995-Present – Fortune 500 experience.
- Industries and Clients:
 - Big Consulting Firms: IBM, EDS
 - Energy, Oil & Gas – Mobil Oil, GE Energy (Atlanta/Dallas)
 - Travel, Reservation Systems: Royal Caribbean Cruise / Carnival Cruise / Cunard Cruise Lines (Miami)
 - Food & Beverage: Pepsi-Cola, Burger King
 - Retail: Office Depot, Foot Locker, My Gym Children’s Fitness Center
 - Transportation & Railroad: CSX Railways
 - Finance, Tax, Governance, Risk, Compliance (GRC) – IRS, Daylight Forensics, General Electric
 - Global Investment Banking, Mortgage – Goldman Sachs, Wells Fargo
 - Insurance (P&C, Life, Policy Admin) – SUNGARD, Allstate, Chubb, USAA
 - Federal / State Social Program Mgmt. (SPM) – IRS, Social Security, South Carolina Dept. of Revenue
 - Healthcare / Medical Informatics / Clinical Information Systems – Jackson Memorial Hospital (Miami)
- Expertise:
 - Helps companies minimize risk and ensure success of IT systems, projects, and strategies.
 - Translator between two different tribes: Business and IT.
- Specialties:
 - IT and Business Strategy – Alignment and Roadmaps
 - Tactical IT systems planning
 - Program Management / Agile Project Management
 - Governance: Data, Policy/Compliance Rules
 - Enterprise Architecture: Business Capability Modeling, Frameworks, Methodology, Standards
 - Business Process Improvement
 - Business Process Management
 - Business Intelligence (BI), Big Data, Data Analytics, Data Mining
 - Business Rules Management
 - Enablement and adoption of new technologies
 - Custom System Design, Development, and Implementation
 - Package Software Configuration/Implementation
 - Change Management
 - Data, Process, Events, Rules, Decision Modeling
 - Data Quality
 - Database / Rulebase / Knowledgebase Architect
 - Decision Management
 - Financial Systems: ERP, GL, AP, AR
 - Intellectual Property Management: IP
 - Knowledge Management
 - Legal Entity Management: Global Entity Hierarchy, Headquarters Cost Allocation
 - Master Data Management
 - Modernization, Digitization, and Transformation
 - Requirements, Specifications, and Use Case Models
 - Sales, Business Development, and Key Account Management
 - Supply Chain Management
 - Vendor Management, Requests for Proposals (RFP), and Contract Negotiations

Project Manager, Enterprise Architect, Data/Process/Rules Architect: BIZRULES

- Consultant to CXO, VP, and Director level executives implementing state-of-the-art technology.
- Trusted advisor to business executives, IT directors, and SMEs: Finance, Tax, Marketing, Sales, Legal, Risk, IT, etc.
- Recognized subject matter expert in Rules Management, and Data-Based/Rules-based Decision Management.
- Helped design the global strategy for Data, Business Rules, and Business Process Management at Mobil Oil, IRS, GE.
- Rules Coach guiding large global corporations to manage rules, simplify processes, increase compliance levels (automating rules), gain economies of scale (reusing rules), and reduce time-to-market (rules vs. hard-coding).
- Decision Modeler helps companies make better decisions faster. Rules architect who helps companies manage rules.